



**EFFECTUS**  
University of Applied  
Sciences

#### DESCRIPTION OF THE COURSE

GENERAL INFORMATION		
Course Holder	dr.sc. Natalia Tutek	
The name of the college	Communication and Presentation Skills	
Study program	Professional Graduate Study - Business Management - MBA	
Status of the College	Elective course	
Year	2 <sup>nd</sup> Year	
Point value and method of teaching	ECTS coefficient of student workload	4
	Number of hours (P+V+S)	28+14+0

DESCRIPTION OF THE COURSE
1.1. <i>Objectives of the course</i>
<ul style="list-style-type: none"><li>• identify key concepts important for the development of communication and presentation skills as an indispensable part of business processes and relationships</li><li>• Analyze and interpret the specifics of interpersonal, group and public communication</li><li>• prepare and perform a presentation</li><li>• evaluate all elements of a successful presentation (audience, message, story, design and presentation medium) create recommendations for correcting and improving the success of their own and other people's presentations</li></ul>
1.2. <i>Requirements for enrolment in the course</i>
<b>Enrolled in professional graduate study</b>
1.3. <i>Expected learning outcomes for the course</i>
<b>Learning outcomes mean the knowledge, skills and competencies that a student has acquired by fulfilling obligations and passing the exam in the subject of</b>



**Communication and Presentation Skills, which means that students are able to:**

- I1 Evaluate the communication process and different forms of communication**
- I2 Interpret the elements of interpersonal communication and evaluate the impact of communication on interpersonal relationships.**
- I3 Explain the importance and specifics of group communication.**
- I4 Explain the elements and phases of the communication process in front of the audience and in public.**
- I5 Evaluate all elements of the preparation phase of the presentation: audience, message, story, design and media.**
- I6 Critically assess the elements of the presentation.**

1.4. *Course content*

<b>Name of the whole</b>	<b>Week</b>	<b>Topic name / Literature</b>	<b>Number of hours</b>	<b>Learning Outcomes</b>
INTRODUCTION TO COMMUNICATION SKILLS	1	INTRODUCTORY LECTURE	1	I1
	1	COMMUNICATION PROCESS AND SELF-CONCEPT	1	I1
	2	FORMS OF COMMUNICATION	2	I1
INTERPERSONAL COMMUNICATION	3	INTERPERSONAL COMMUNICATION	1	I2
	3	INTERPERSONAL RELATIONSHIPS	1	I2
	4	TEAMWORK	2	I2
BUSINESS COMMUNICATION	5	BUSINESS COMMUNICATION	2	I3
	6	MAIL COMMUNICATION	1	I3
	6	COMMUNICATING IN GROUPS	1	I3
LEADERSHIP AND COMMUNICATION	9	MANAGEMENT	1	I4
	9	COMMUNICATION IN PUBLIC 1	1	I4



	10	COMMUNICATION IN PUBLIC 2	2	I4
PRESENTATION SKILLS	11	PRESENTATION SKILLS	1	I5
	11	PRESENTATION PREPARATION	1	I5
	12	DESIGN OF PRESENTATION MATERIALS	1	I5
	12	PUBLIC SPEAKING	1	I5
PRESENTATIONS	13	HOLDING A PRESENTATION	1	I6
	13	PRESENTATION ANALYSIS	1	I6
1.5. <i>Types of teaching (put X)</i>		<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> Distance education <input type="checkbox"/> Field Teaching	<input checked="" type="checkbox"/> Independent tasks <input type="checkbox"/> Multimedia & Network <input type="checkbox"/> laboratory <input type="checkbox"/> Mentoring work <input type="checkbox"/> Other _____	
1.6. <i>Student obligations</i>				
<p><i>The obligations of students are prescribed in detail by the Statute, Study Regulations, and Student Obligations Guidelines. The key obligations of students are:</i></p> <p><b>ATTENDANCE AT CLASSES:</b> <i>students are obliged to attend classes, actively follow lectures and exercises, and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum obligations are;</i></p> <ul style="list-style-type: none"> <li><i>Full-time students must attend at least 70% of the total number of classes to be eligible to sign.</i></li> <li><i>Part-time students need to attend at least 50% of the total number of classes to be eligible to sign.</i></li> </ul> <p><b>PASSING EXAMS:</b> <i>in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final</i></p>				



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exam.

*TEACHING ACTIVITY: Discussion, group work*

**1.7. Student Work Tracking (Add X to the appropriate tracking format)**

Attending classes	x	Teaching activity	x	Seminar paper		Experimental work	
Written exam	x	Oral exam	x	Essay		Research	
Project	x	Continuous Knowledge Assessment	x	Report		Practical work	x
Portfolio							

**1.8. Assessment and evaluation of students' work during classes and at the final exam**

*Evaluation and evaluation of students' work during classes and at the final exam is carried out on the basis of the Regulations on Studying of the EFFECTUS University of Applied Sciences.*

*For the purpose of more efficient progress of students in class, lectures, exercises, continuous examination of knowledge (intermediate exams and teaching activity) and an exam are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.*

*The total number of points is distributed through the following activities:*



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<b>Activity</b>	<b>ECTS credits</b>	<b>Learning outcomes</b>	<b>Student activity</b>	<b>Valuation method</b>	<b>Maximum number of points</b>
<i>Attending classes</i>	<i>2</i>	<i>1-6</i>	<i>Participation in classes - lectures and exercises</i>	<i>Attendance records</i>	<i>4</i>
<i>Intermediate exams</i>	<i>2</i>	<i>Intermediate 1 – Outcomes 1, 2 and 3 Intermediate exam 2- outcomes 4, 5 and 6</i>	<i>Participation in the written examination and final presentation</i>	<i>Intermediate exam 1 – max. 48 points 2 max. 48 points</i>	<i>0 - 96</i>
<i>Final exam*</i>		<i>1-6</i>	<i>Participation in a written examination with questions of various types</i>	<i>Checking correct answers (grading)</i>	<i>0-96*</i>
<b><i>Altogether</i></b>	<b><i>4</i></b>	<b><i>/</i></b>	<b><i>/</i></b>	<b><i>/</i></b>	<b><i>100</i></b>

*\*FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination of knowledge (has achieved a total of at least 54 points in the course and has met the lower point threshold of adoption of each learning outcome, i.e. a minimum of 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam. On the final exam, it is possible to achieve a maximum of 96 points (100 – teaching activity 4 points = 96 points). The student can receive additional points on the Challenge learning outcome.*



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<b>NAME OF LEARNING OUTCOMES</b>	<b>INTERMEDIATE EXAM/EXAM</b>	<b>CLASS ATTENDANCE</b>	<b>ALTOGETHER</b>
<i>OUTCOME 1</i>	16	0	16
<i>OUTCOME 2</i>	16	0	16
<i>OUTCOME 3</i>	16	0	16
<i>OUTCOME 4</i>	16	0	16
<i>OUTCOME 5</i>	16	0	16
<i>OUTCOME 6</i>	16	0	16
<i>OUT OF OUTCOME</i>	0	4	4
<b>ALTOGETHER</b>	<b>96</b>	<b>4</b>	<b>100</b>

**RATING:**

*In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes.*

*Grades are calculated based on the following distribution of points:*



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SCORE	RATING
0,00 – 53,90	Insufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very good (4)
90.00 and more	Excellent (5)

*Grading is carried out in a transparent manner by collecting points. The course is evaluated with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).*

*CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity with which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the course. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved makes an additional number of points to the total number of points achieved according to the learning outcomes.*

*Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.*

**1.9. Required reading and number of copies in relation to the number of students currently attending classes in the course**

Title	Number of copies	Number of students
Rouse, M.J. & Rouse, S. (2005): Business Communications, Masmedia, Zagreb	5* students receive literature for permanent retention	-



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Carnegie, D. (2014): How to Acquire Communication Skills, VBZ, Zagreb	<i>5* students receive literature for permanent retention</i>	-
<i>1.10. Supplementary literature Hybels, S. &amp; Weaver II, R.L. (2014): Communicating Effectively, McGraw-Hill Humanities/Social Sciences/Languages; 11 edition</i>		
<i>1.11. Ways of quality monitoring that ensure the acquisition of output knowledge, skills and competencies</i> <ul style="list-style-type: none"><li><i>processing and analysis of exam results,</i></li><li><i>conducting a survey among students,</i></li><li><i>evaluation and self-evaluation of teachers,</i></li><li><i>achieved results, level of understanding and knowledge during project development,</i></li><li><i>achieved results and level of knowledge presented during the preparation and defense of the final thesis (students who choose a graduate thesis in this course),</i></li><li><i>analysis of the report of the Head of the Quality Centre, and</i></li><li><i>Feedback from students who have already graduated on the usefulness of the content of this course in the performance of the work they do.</i></li></ul>		